PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Ed Gee **DATE:** November 1, 1992

FROM: Karen Miller

SUBJECT: Marketing Perceptions, Inc. ($32,550) - Project Seville Triads Cleveland/Chicago

PROJECT:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct twenty triads for Seville in Cleveland and in Chicago.

BUDGET:
The cost of conducting this research is $32,550.00 +/- 10% and will be covered by the 1992 Consumer Research budget.

COMPETITIVE BID:
Marketing Perception was selected as the supplier for this project for consistency purposes since they have conducted prior research on Seville.

Karen Miller Karen Miller Ed Gee

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Source: https://www.industrydocuments.ucsf.edu/docs/jkmj0004